



WEEKLY UPDATE



FALCON digital

web design | digital marketing | SEO | PPC



MJ Drains Ltd

DATE: 20th - 24th June

REPORT BY: Evi Dunphy

WORK TYPE: SEO

Welcome to your weekly update from Falcon Digital, this will include all actions taken by our talented SEO or digital marketing team to increase your search engine rankings or manage your social media.

If you would like to discuss this further, please do not hesitate to contact us:

Email: hello@falcondigital.co.uk

Telephone: 01626 912 390

We are extremely partial for a coffee and cake type of chat, so do not hesitate to pop in.

As always, we are extremely grateful that you are working with us.

Falcon Digital.

Updates:

On-page SEO:

- Gallery Page:
 - Increased keyword density (1 now 3)
 - Added image alt tag
 - Increased word count (550 now 606)
- Drainage Services in Cornwall Page:
 - Added image alt tag
- Root cutting Page:
 - Added image alt tag

Off-page SEO:

- Backlinking:
 - Analysed and whitelisted 13 backlinks from existing backlink profile
 - Obtained 23 new backlinks from 7 domains

Notes from your account manager:

This week we focused both on your off-page SEO and worked on your backlinking profile to increase your Google Authority Score, and we also worked on your on-page SEO and ensure your pages are optimised inline with Google's Requirements in order to rank higher for targeted keywords.





Complete Digital Peace of Mind



Telephone:

01626 912390

Website:

falcondigital.co.uk

Address:

Suite 1, First Floor, Bridge House,
Courtenay Street, Newton Abbot, TQ12 2QS



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